

IOWA STATE UNIVERSITY[®]

Academic Success Center

Public Speaking & Presentations

Writing & Communication Consultations



- Writing & Communication Consultations are **free** and includes both virtual and in-person appointment options.
- Consultations use a peer mentoring model and can cover all stages of the composition process and assist with course assignments as well as professional documents.
- For the most up-to-date information, please visit our website:
<https://www.asc.dso.iastate.edu/writingsuccess>

Agenda



1. Brainstorming Ideas, Outlining, & Structuring Your Speech
2. Organization & Transition Examples
3. Introductions & Developing a Thesis
4. Delivery Strategies and Presenting Skills
5. Managing Anxiety & Constructive Feedback

*Check out additional resources through our website:

<https://www.asc.dso.iastate.edu/oral-communication-resources>

Brainstorming Strategies

- Strategies
 - Read the whole assignment and ask the instructor questions.
 - Talk through topics with a friend.
 - Free-write and use looping (find the best ideas and free-write again focusing on those narrowed ideas).
 - Create a simple outline or mind map.
 - Create a list or answer who, what, where, when, why, how questions.



Outlining



- Structuring brainstorming notes into a draft
 - What are the assignment expectations for organization?
 - What main points are needed to support your thesis?
 - How many sources should you integrate and cite?
 - How can you flow logically between these ideas?

Structuring Your Speech

Length and other criteria vary, but organization helps comprehension!

- Organize thoughts into a pattern of body subsections.
- Create flow between subsections with transitions.
- Set your agenda with thesis & preview statements.



Organization



What is the purpose of your speech? What organization expectations do you need to prepare for based on the audience, assignment, etc.?

- Inform
 - Chronological (linear/time)
 - Spatial (space)
 - Topical (topic/categories)
- Persuasive
 - Problem, Cause, Solution
 - Comparative Advantage (use when problem is recognized by multiple solutions exist)
 - Refutation (use when responding to opposition)
 - Monroe's Motivated Sequence (used to inspire action)

Transition Examples

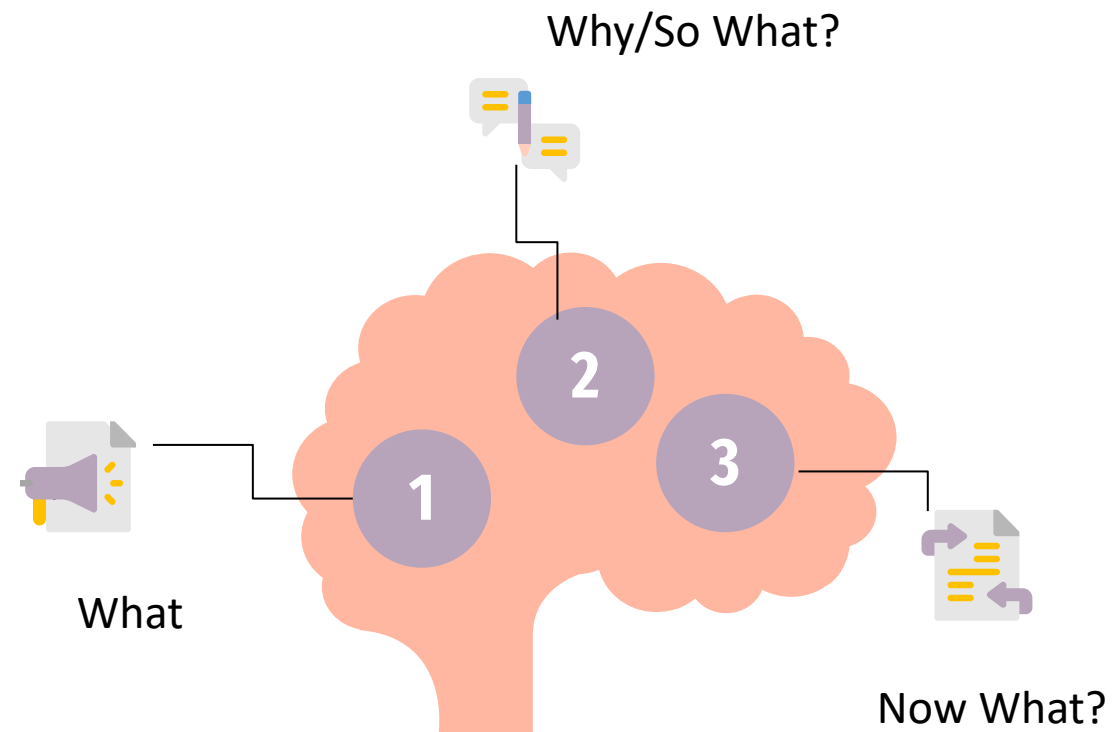


Transitions vary based on content or organization and can be both internal and between primary sections.

- Sequence signposts: First, next, then, in conclusion
- Hook: Now that we've explored ____, let's look closer at_____.
- Signal relationship between ideas: similarly, in contrast to, generally, consequently
- Provide emphasis: in particular, for example

Introductions

- Introduce what the topic is, why it's important, and what you want the audience to do next.
 - Gain attention
 - Set the context and relevance for audience
 - State thesis/claim
 - Provide preview/roadmap



Introduction Example

Anonymous vandals scrawl hate-filled graffiti outside a Jewish student center. Black students at a law school find unsigned fliers stuffed inside their lockers screaming that they do not belong there. Hate speech is rarely an invitation to a conversation. More like a slap in the face, it reviles and silences. A few federal courts have declared overly broad hate-speech codes unconstitutional, as well they should. Nothing is gained by a rule so broad it could be construed as forbidding the discussion of controversial subjects such as evolution or affirmative action. But this is not what most people mean by hate speech, nor are colleges barred from drafting narrow rules that hone in on the conduct they wish to control. And when they do, courts are very likely to be in their favor. *Reasonable rules aimed at accommodating that diversity and regulating the conduct of bullies and bigots are to be applauded—not feared.*

**example condensed from Delgado (2012)

Practice: Strengths and areas of improvement for how they gained attention, set the context and relevance, and stated the claim? What could their preview be?

Thesis Development

- Thesis: Single sentence that establishes your specific argument
- **Practice:** What is a topic you are passionate about and how could you create an effective thesis statement related to this topic?



Practicing Your Speech



- Practice out loud with someone, in front of a mirror, or record yourself.
- Stand, move around, and practice gesturing while rehearsing.
- If something isn't working, change the script or speaker notes!
 - Add reminders to breathe, smile, change slides, etc.
 - Write out difficult parts (like verbal citations) by hand.

Practiced Delivery vs. Rote Memorization

Practiced

Strategically practicing your speech content in advance so you can deliver it in a natural, engaging way. Unlike reciting word-for-word, this form allows for some light improvisation

Generally comes off as friendlier, more passionate, and more conversational

Examples: teachers lecturing, conference presenters, etc.

Memorized

Reciting something word-for-word as it was written out during the preparation stage.

Has a tendency to come across as robotic if you get caught up in the words instead of the ideas behind them

Examples: actors delivering lines, lawyers citing the law, etc.

Presenting Skills

Verbal Delivery Components

- Volume/Pitch
- Rate
- Inflection
- Pauses
- Pronunciation
- Articulation



Presenting Skills

Nonverbal Delivery Components

- Eye Contact
- Facial Expressions
- Posture
- Gestures
- Use of space



Virtual Presentation Skills

- Make eye contact by looking directly at your camera (not the screen).
- Use facial expressions to emote (use your eyebrows, tilt your head, etc.).
- Practice to troubleshoot technology



Managing Anxiety



The Journal of Voice (2017)

reports that the majority of college students report a fear of public speaking anxiety

64%

Pinpoint Your Anxiety



- Before you start preparing: Address questions/concerns & avoid procrastinating
- While you're preparing: Practice and try to find ways to add fun or creativity to reframe anxiety.
- Day before presenting: Visualize success and use positive self-talk by considering what will happen when things go well.
- During the delivery: Use practiced movements to constructively release tension.

Let's Try It!



Move

- Take a walk
- Do jumping jacks
- Dance
- Shake it off

Stretch

- Reach for the ceiling
- Gentle Twist
- Neck Roll
- You don't even have to leave your desk!

Breathe

- Take abdominal breaths—in for 5 sec. & out for 5 sec.

References



- Delgado, R. (2012). Hate cannot be tolerated. In G. Goshgarian, (Ed.), *What matters in America: Reading and writing about contemporary culture* (pp. 198-199). Pearson.
- Gunn, James. *Speech Craft*. Bedford/St. Martin's, 2017.
- Marinho, A. C. F., et al. "Fear of Public Speaking: Perception of College Students and Correlates." *Journal of Voice*, vol. 31, No. 1, 2017, p. 127. <https://doi.org/10.1016/j.jvoice.2015.12.012>